

SPECIAL POINTS OF INTEREST:

) All of it!

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THE OLYMPIC ISSUE

Catch up on what our 2016 team is doing, hat they've seen and been.

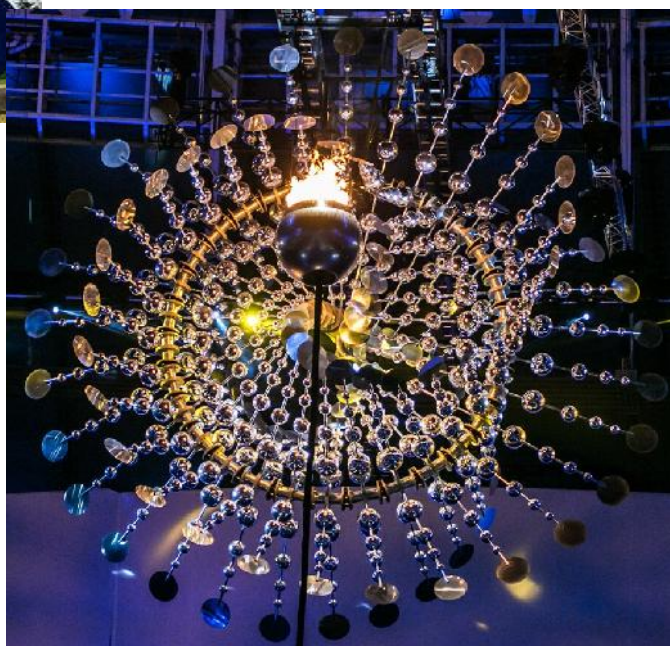
Firstly the team and opening ceremony pictures....seen below from left. Coach Petr Kurka, Jack Rossiter, Dane Sampson, Jennifer Hens, Warren Potent, Will Godward.



The team at work....



And there's the team
at play.....And
catching up with
friends.












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REMEMBER TO DOWNLOAD THE LATEST VERSION FROM THE ISSF WEBSITE

<http://www.issf-sports.org/news.ashx?newsid=2257>



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Fédération Internationale de Tir Sportif
Federación Internacional de Tiro Deportivo
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ISSF RULES - 3rd Print published online – Quota rules and anti-doping

13.11.2014 by Marco Dalla Dea

The International Shooting Sport Federation has released the 3rd print of the ISSF Rules, now available for download. WADA updated the World Anti-Doping Code.



Did you know that TRA Limited through its subsidiary company, Target Ammunition Pty Ltd, is one of two agents for the importation and wholesale distribution of Eley Ammunition in Australia?

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Warren Potent
2014 World Champion
2014 Commonwealth Champion
Warren uses Eley Tenex Ammunition

We've all heard of "Where's Wally" - this is a new take on the game....
 "Where's our shooters" See if you can spot members of the Shooting Team in the
 Opening Ceremony March of the Athletes....



Rang work to call in sick today.....



....told them *'My arm was in a SLING'*
 #TGIFridays

Best reason to call
 in sick to work!

Congratulations to Trap shooter Catherine Skinner who took the Gold medal recently in Rio, in a tough Final.

The other Australian Laetisha Scanlan took fifth place—good work girls.



AND SPEAKING OF MEDALS...the most decorated shooter is Carl Osburn from the USA, with five Gold, four Silver and two Bronze medals during his career. They include:

Representing the  United States		
Olympic Games		
G	1912 Stockholm	Team rifle
G	1920 Antwerp	300 m military rifle, standing
G	1920 Antwerp	300 m team military rifle, prone
G	1920 Antwerp	300 + 600 m team military rifle, prone
G	1920 Antwerp	Team free rifle
S	1912 Stockholm	600 m free rifle
S	1912 Stockholm	300 m military rifle, three positions
S	1920 Antwerp	300 m team military rifle, standing
S	1924 Paris	600 m free rifle
B	1912 Stockholm	50 m team small-bore rifle
B	1920 Antwerp	100 m team running deer, single shots



Other interesting historical Olympic trivia....



Gerald Ouellette, marksman (b in Ontario 1934; d 1975). He was introduced to shooting during his high-school cadet training.

By 1952 he was a veteran of several Canadian teams that competed at Bisley, England. He became proficient in the small-bore rifle competition and captured the 1956 Olympic gold medal with a perfect score of 600

Gerry was also in the 1968 Canadian Olympic Team.



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OLDEST OLYMPIAN—Oscar Swahn, a Swedish shooting expert, won his first Olympic medal in 1908, when he was a spry 60-year-olds.

Apparently he got a taste for winning, even if it came later in life than most people. (He would go on to compete in two more Olympic Games.)

After WWI, Swahn attended the Antwerp Games and won a silver medal. He was 72 at the time. It seemed his marksmanship hadn't faltered in the slightest, despite his advancing age.

GIVES HOPE TO ALL OF US, DOESN'T IT.....



The Beijing Olympics, 2008, began at exactly 8:08:08 PM on 8/8/08 because the number 8 is considered lucky in China. No doubt the Chinese would have had 88,888 people in the stands for the Opening Ceremony (if they could have)

Tug-o-war made its last appearance as an Olympic sport in 1920



And in true Olympic spirit....

In 1928 Australian rower, Henry Pearce, stopped halfway through his quarter-final race to let a family of ducks pass in front of his boat. The French competition overtook him, but Pearce managed to get back in front and win the gold

Rope Climbing took place in the following years: 1896, 1904, 1906, 1924, 1932.

Rudimentary gym skills were all it took to win Olympic gold in the early 20th century it appears, as this event basically consisted of shimmying up a rope.

The Scandal...oh the scandal

1904 St Louis Fiasco



Hungary's Zoltan Halmay was a Hungarian swimmer who won the 100 yards and 50 yard freestyle in the 1904 St Louis Olympics. Incidentally, this was the only Olympic Games which used a pool and race distances in yards not meters.

Originally, Halmay beat American J. Scott Leary 30cm in the 50 yard event. However, the American swimming judge ruled that Leary had won. This ruling resulted in a brawl and the other judges ordered a rematch. Halmay won again!

NEWS IN FROM **YVONNE HILL** (SA)

Had a wonderful time at the Olympians breakfast this morning in the William Magarey room at Adelaide Oval - met many old friends and watched the opening in Rio on the big screens.



The “stripey” jacket is mine from Moscow 1980. David Hillan (shown at left) wore his 1972 Munich jacket (he also went to Montreal in 1976) and I wore one from Sydney 2000. There were 72 Olympians among the 400 guests.



REMEMBER, REMEMBER

Australia Cup 4 - Rifle

Target Rifle SA - Wingfield

9th Sep - 11th Sep 2016

Entry forms are on the Shooting Australia website of course.



Later in the year

November 4-6 the International Grand Prix event to be held in Sydney.

More details available on the Shooting Australia website.

December 9-11 is the date to mark in the calendar for the Shooting Australia Junior National Championships, again to be held in Sydney.

More details are available on the Shooting Australia website.

Entry is free for junior shooters between the ages of 12 and 20. In addition to the individual ISSF events, 2014 also saw the introduction of the Team Events and the Junior Super Cup.

Team Events

) 3 athletes per team, each athletes can be from any age category 12 - 20.

) Teams can only be entered by a School or State Association.

Scores from your individual event will go towards the teams match.



Participation Survey

Understanding the Motivations, Reasons, Barriers, around Grassroots Participation

Shooting Australia has engaged Suiko Consulting to conduct research into the needs, expectations and satisfaction of the Shooting community. Your responses will assist Shooting Australia and its Member Bodies in reviewing national programs and allow them to improve the services, resources and support provided to you.

It is expected that the survey will take no longer than 10 minutes to complete. The questions are a mixture of drop down boxes and questions with multiple answers, allowing you to select the option that best suits your circumstances.

Please note that all responses will be treated in strict confidence and no individual responses will be identified or reported on. All survey responses will be collected and reviewed by Suiko Consulting.

This survey will remain open for completion until 31st August 2016. It will be possible to edit responses to the survey, even after submission, until this date. Note that most questions require an answer and you will not be able to continue to the next page, until you have provided a response.

Please click here <https://www.surveymonkey.com/r/ShootingParticipationSurvey> to take the survey and go into the draw to win a prize. Thank you for participating in the Participant Survey.

Thanks again
Kerry Copper | Operations Manager
Shooting Australia

NUTRITION IN THE SHOOTING SPORTS

All disciplines of shooting require high mental concentration, which requires more nutrients to be delivered to the brain to use as fuel. Mental performance will be best after eating a mixture of carbohydrate, lean protein and healthy fat at frequent intervals throughout the day. This will ensure that blood sugar levels remain stable and provide the body and brain with nutrients to perform at an elite level

Follow these nutrition guidelines to improve mental concentration, cognitive function and reaction time.

Try a lower fat eating program, In general, eating a higher fat diet disrupts cognitive function.

Eat a balance of simple and complex carbs. This will help to avoid high sugar spikes which improves reaction time. A higher degree of mental concentration uses more carbs,

Eat smaller meals and snack—small portions eaten at frequent intervals help improve body composition (increase muscles mass and decrease fat mass), and provides a steady supply of fuel to the brain for optimal mental focus and cognitive function.

Stay hydrated. Moderate dehydration can decrease mental performance by lowering the ability to concentrate and decreases movement accuracy. Water is one of the most nutrients in an elite athlete's nutrition program. Drinking too little or losing too much through sweating decreases the ability to train and recover properly.

Putting it all together

Consume foods that contribute to a strong nutritional base

Antioxidant rich produce and whole grains

Lean proteins

Healthy fats

Monitor hydration status and hydrate accordingly

Eat every 3-4 hours

Consume protein immediately post workout

Professionalism in sport means having a plan

ESPECIALLY A NUTRITION PLAN!

AND WHILE ON AN OLYMPIC THEME....

A wave of devastating injuries has already occurred at this summer's Olympic Games in Rio de Janeiro, and only four days have passed since the Games commenced.

The world watched in horror as French gymnast Samir Ait Said severely fractured his tibia and fibula while vaulting. Italian cyclist Vincenzo Nibali broke his collarbone in two places, and Dutch cyclist Annemiek van Vleuten flew head-first over her handlebars, suffering serious injuries.

Despite these recent events, however, experts say that the frequency and severity of injuries at the Olympics have not varied in the past decade.

"The overall rate of injury was similar between the most recent Winter Games, 14 injuries per 100 athletes, and Summer Games, 13 injuries per 100 athletes, reflecting the panorama of sports disciplines," said Dr. Lars Engebretsen, a professor at the University of Oslo in Norway who has served as the head of medical sciences for the International Olympic Committee since 2007.

"In the Winter Games, we have seen serious injuries in higher-velocity sports like alpine skiing and snowboarding events," he said. "In summer, except for cycling, we seldom see serious injuries."

Engebretsen and his colleagues have been collecting data on the daily injuries that have occurred among athletes at the Winter and Summer Olympic Games for about a decade.

During each competition, the researchers examined injury reports completed by all National Olympic Committee medical teams as well as physicians treating athletes in the various on-site medical venues and clinics at the Olympic Village and other Olympic-related venues.

For every Games, the researchers published a study on their findings. In 2008, about 1,055 injuries were reported among the 10,942 athletes competing in the Summer Olympic Games in Beijing. About 72% of those injuries were incurred while the athlete was competing.

This year, a similar overall rate of injury is expected at the Summer Olympic Games in Rio de Janeiro, despite the many terrible high-profile injuries that have already occurred. There are more than 11,000 athletes in Rio. Therefore, one would expect injuries.

The serious injuries we have seen so far are also seen in the same sports in World Cups and other major events," Engebretsen said.

However, these more severe injuries are rare, said Dr. Andrew Cosgarea, head team physician for the Johns Hopkins University Department of Athletics and chief of the Division of Sports Medicine at the Johns Hopkins School of Medicine



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EMRACE YOUR SUPPORT

When we pursue big goals we do not get there alone. When we are young it is typically our parents who drive us to practice and competitions and pay for the possibility for us to go for our dreams.

Your support person or team may include friends, family, coaches, mentors or a spouse. This article is for both the competitor and the support team as a reminder to embrace those who help you and to help build those you support.

My mother, Helen Bassham, has always been there for me. She was always my main support person no matter what I pursued growing up. She was also the one I disappointed most when I failed to reach my potential due to my own laziness, fear of success or unwillingness to listen.

Yet no matter what happened she always chose to help me, listen to me, love me, guide me and believe in me. She has always seen the best in me and is the primary reason I am able to be a successful mental coach today.

When I was young my parents were extremely busy. They ran 4 businesses at one time out of our home. My father was away often speaking and teaching so he missed many of my competitions and special events growing up.

However, my mother always made those events matter and she made time to attend everything she possibly could. It was important to her that I enjoyed each moment of those days and she was in the audience to cheer me on and then often times cheer me up on the way home. She held her tongue instead of yelling on competition day and she encouraged me when I was stressed because the time for correction was after the competition had ended. She never made me feel like I had to win or even focused on winning the day of the competition.

She allowed me to enjoy the process. Even when I was tempted to talk negatively about myself or others she would stop me or change the subject. I know she heard gossip from time to time but I don't remember her getting involved or sharing any of those negative things with me

Looking back I know I didn't always take full advantage of all of the opportunities she made possible for me. I wasted time, I gave into laziness, I procrastinated, I lost much more often than I won.



Even though I wasn't the victor at every competition, I always learned something about myself because my mother would have it no other way. Even when she was frustrated at me, she chose her words wisely.

I knew sometimes she was disappointed and I was given correction by her but never in a way that damaged my Self-Image or my spirit and never at a time that would affect my ability to focus on my performance.

I'm motivated to help people reach their potential today because I know what it is like to have someone in my corner who sees the potential in me even when I can't see it in myself. I am a better coach because of my mother. I am a better person because of the way she chose to support me.

I hope you have a support person like I did. Embrace the people who make the journey to your dreams possible. Listen to them, cherish them and thank them.

5 quick things I learned from my support person:

- J Always speak believing your words will be taken to heart (choose kind words or stay silent)
- J Open your ears to those who love you and listen to compliments they give you - take them in - believe them even when you don't understand how they can see such good in you.
- J Wherever you are BE ALL THERE - be focused on the task at hand, put the distractions aside and be fully present.
- J Love those around you without judgement. Be kind even when it's hard. Be thoughtful even when kindness is not returned.
- J Praise in Public - Correct in Private. She never said anything publicly about me to make anyone else think she wasn't my biggest fan. She chose the right time and proper way to correct my behaviour.

J
If you are pursuing your goals and have a support person assisting you, encouraging you, providing for you and cheering for you, take the time to thank them.

NEW ZEALAND

I had the wonderful chance to work in New Zealand recently, training coaches, both for able bodied and disabled athletes. A fantastic couple of weeks which included follow-up visits to two of the ranges where the new coaches were demonstrating their stuff.

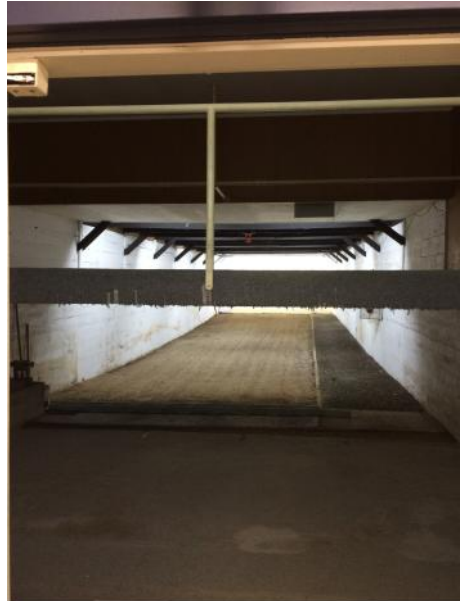
Firstly to Cambridge (head to Hamilton and turn right) where there were 15 eager participants who contributed enthusiastically to the information presented.

The Cambridge range not be described as large, and it's right in the middle of town with its it's five bays below and five above—yes that's right an “up and down” range.

As there are often 5 details on any shooting evening, and of course the most coveted spot is right by the fire stove which warms even the coldest of shooters and coaches.

While small, the members are friendly and they have a healthy band of shooters of all ages.

Next was Tauranga and visiting the local range that was located near the harbour—again in the middle of town. This little range had a number of surprises in store. As you see the club is very well equipped for all newcomers.



This is the view from the target area, looking back to the firing line.

Yes the middle area is often a lake!

Then it was on to Auckland, Mt Eden to be more precise, and the Parafed air range in Mt Eden. Again a good course for the twelve participants. This range is set for air only, yet is chair accessible and very comfortable.

Both ranges have excellent club rooms for the social side of shooting, and now they have a new batch of coaches that will spread their skills to all who are willing to listen.

During these courses we emphasised the pathways for shooters and athletes, especially including the disabled sports, and how to spread inclusion.

This proved to be an exciting session with many ideas being “thrown into the middle”

All clubs represented, agreed that it was little effort to ensure inclusion, and that they would be more proactive about the inclusion process.

Mt Eden range—again in the suburbs. The club already has a number of wheelchair athletes, and now they have two coaches who run on wheels.



A thoroughly fantastic 10 days in New Zealand....probably back next year to extend the learning process.

REACHING NEW HEIGHTS

Achieving high results in any sport requires an athlete to develop and master many skills. The foundation for success starts with building proper technique for the chosen sport.

Technique in shooting consists of the set of skills necessary to execute a shot, or series of shots, with a high degree of consistency and accuracy. The process of developing technique is time-consuming and requires large amounts of patience and commitment, and if approached correctly, that process can minimize frustration. Of course, realizing that you won't become technically advanced overnight is essential. I hope the expectation of overnight success isn't on your Christmas list—that's one thing even Santa can't deliver! The growth process is something you control, a critical element left to no one else.

First, an athlete must have a great desire to become one of the best in the sport. When you have a goal and vision for what you can become, you will quickly gain the motivation for the hard work that's required to reach your goals.

Reading, listening, and observing others is vitally important, especially in regards to shooting techniques. The knowledge you will gain is key to developing the technical skills required for high level competition.

Translating that knowledge to technique can be a straightforward process. Research, learning and application are components of the simple formula for establishing your technique.

Of course, you will find most success if you make a concerted effort with your coach; between the two of you, work hard to explore the techniques and skills best suited to your approach to shooting. The synergy you can develop with your coach—and other shooters—can make your technique-building efforts less stressful and more productive. **GO FOR IT!**

Marketing and communications for clubs

Marketing is the ability to talk about what makes your club unique and appealing to a target market. There are two main forms of marketing a club: formal and informal.

Types of marketing

FORMAL

Formal marketing can increase a club's profile and membership in a particular area. Listing your club in the telephone directory, advertising membership registrations in the local newspaper, or redecorating the club facilities are all examples of formal marketing activities. These formal marketing activities should be recorded and planned for in a club's marketing plan.

INFORMAL

This involves the little things club management and members do everyday – like offering help and providing information to prospective members over the phone, or encouraging their friends to join up.

Both forms of marketing rely on club members talking positively about the club. So it is important to try and make every experience or contact with your club a positive and rewarding one.

Who does marketing?

Everyone in the club should be involved in informal marketing whenever they can. Encourage your members to tell their friends and family about what the club can offer.

For formal marketing, it's useful to appoint a marketing and promotions officer, or a small team to oversee the development and implementation of the club's marketing strategies.

It helps you find out more about potential members needs, how you can develop new and existing services to keep up with their needs, and how to let them know about this.

A marketing plan should not be complicated or difficult to develop. It is important to be realistic about the club's marketing objectives as some marketing strategies can be costly to implement and may not have the desired effect.

There are many ways to develop a marketing plan, but before you start it may be useful to raise it with members at a club meeting. Discuss what sets your club apart from other clubs, what it offers that other clubs don't, and what the benefits of joining your club are.

These messages about the club should be included in the marketing plan and subsequent marketing activities. These are the things that attract new members and make people feel good about joining.

It may be helpful to look at how other clubs markets themselves. This may give you some ideas to adapt for your own plan. Many clubs make the mistake of spending a lot of time and money on promotions to recruit new members but forget existing current members.

To retain members in the long term, it may be less expensive and more effective to improve the basic services the club provides, the attitudes of staff towards members, and the standard of facilities.

A simple plan for a small club would contain some basic elements including:

Objectives. These should be specific, measurable and achievable eg. recruiting twenty new junior members by the start of a particular competition.

Situation analysis. What's the club current situation? It could be helpful to do a SWOT analysis (DOC) to establish your clubs strengths, weaknesses, opportunities, and threats.

Strategies. These are the tools and activities to address the club's particular situation e.g. not enough members. These tools and activities must be targeted at specific markets. Target marketing is the practice of designing and directing services at specific individuals or groups of customers. Try to think about the most effective way of communicating with your target market – what do they like, what do they read, where do they go, how can you attract their attention.

Budget. Develop a realistic marketing budget within the club's capabilities. Focus on low-cost or no-cost strategies to begin with.

Evaluation. Make sure you have a chance to evaluate the strategies. Have they met your objectives? Some activities such as a membership drive are easy to evaluate. But it won't be possible to evaluate others until after the event.

Collect copies of press clippings or media coverage, records of attendances at functions or competitions, and any feedback the club receives - positive or negative.

There are lots of techniques that your club can use to market and promote itself.

1. Use the club logo on letterhead, signage, and other promotional material.
2. Websites are a simple and effective way to communicate to your members, supporters and the local community. Ask around. Club member may have the skills to design and write the club's website. Basic websites should include: what your club offers, a calendar of events and meetings, membership information and your club's contact details
3. Link your website to related sites. Ask your local council, schools, and recreation centres to provide a link to your site. If you have the resources, consider discussion forums and other functions on the site. Assign someone to update pages and add new information.

Newsletters provide information to members about club events, activities, and news. Ask around members – you may have a club member with the skills to design and write your club's newsletter. Bear in mind it is less expensive to email your newsletter to members rather than printing it. Don't forget to publish it on your website too.

Continued next page...

Marketing and communications for clubs

Signage with club name and logo should be used at registration days, presentation days, competitions, and promotional events.

Flyers and brochures that outline the club's services or competitions, membership fees, and contact information. Use your local community notice boards, library, recreation centres, primary schools, or letter box drop to distribute these.

T-shirts and uniforms can enhance a club's image while promoting a club at events and activities. Caps, socks and T-shirts can be sold to raise funds and promote the club at the same time.

Using the media to promote your club

Promoting the club this way can be as simple as ringing your local newspaper with an interesting story or information on an event. Find out what they're interested in covering and how you can give them the information. Check their deadlines and requirements.

Developing a good relationship with your local media can be useful for raising the club's public profile. Once this relationship is established, future contact will be a lot easier.

Tips for increasing your chances:

Make an appointment and go to see the editor. Tell him or her about your sport and the types of events and other interesting things that are coming up during the year.

Deadlines. Every media outlet works to deadlines. Find out from your editor what their deadline is and then submit any material a couple of hours before.

Deliver. If your editor offers to receive material from you, or you offer to provide it, then do it. Honour the deadline and provide a write up in the agreed format. Some newspapers like material to be emailed directly to the paper.

Make it interesting. Your story has to be interesting. Find an angle that will grab the reader's attention.

Here are some general tips to help you get started if you are going to write an article or a media release:

1. If you only had once sentence to tell your story, say it in the first one. Don't beat around the bush.
2. Create your angle and put it up front.
3. It is better to be clear and concise than brilliant.
4. Word economy. Avoid using 50-cent words, when 10-cent words will do.
5. Leave the clever writing to the journalists. They will knock your article into shape.
6. Check your fact—twice

ENJOY YOUR NEXT PRESS RELEASE!

PLANNING FOR COACHING COURSES IN 2016.

If you are interested in becoming an accredited coach—then please ask your State Association for details about when courses will be held near you in 2016.

There is a TRA Instructor's course (which is only accredited with TRA) and from that the coach moves to the Club course, then the Competition courses, both of which are accredited with Shooting Australia and the Australian Sport Commission.

There is also an Advanced level, for those who are seriously interest in coaching.

The courses provide quality coach education. See your State Coach for further details.

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last bitz

I've reached an age where falling asleep on the couch has nothing to do with coming home drunk.



A toddler can do more in one unsupervised minute than most people can do all day.

WHEN SOMEONE ASKS ME TO BE



Is there something you wanna tell me?



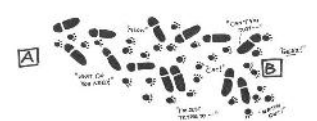
TWO MYSTERIOUS PEOPLE LIVE IN MY HOUSE. **SOMEBODY & NOBODY.** SOMEBODY DID IT AND NOBODY KNOWS WHO.



NO PETS...



CAT OWNERS...



MAYBE IF WE TELL PEOPLE THE BRAIN IS AN APP, THEY'LL START USING IT.



SAY NOTHING



OMG! SLOW DOWN!



WHAT YOU THINK



REALITY



WHERE DO ASTRONAUTS HANG OUT?



The biggest lie I tell myself is, "I don't need to write that down, I'll remember it."



**crazy cat lady
starter kit
just arrived**



**At any given time, the urge to
sing 'The Lion Sleeps Tonight'
is just a whim away**



a whim away, a whim away, a whim away...

2fun2fun.com

Text code for seniors
 LMDO - Laughing My Dentures Out
 FWIW - Forgot Where I Was
 BTW - Bring The Wheelchair
 BYOT - Bring Your Own Teeth
 FWIW - Forgot Where I Was
 GHA - Got Heartburn Again
 IMHO - Is My Hearing-aid On
 BFF - Best Friend Fell
 TTYL - Talk To You Louder
 ATD - At The Doctor's



DISCOVERED EBAY



SOLD THE CAT



**You let him catch another mouse
maine didn't you?**



So much to do

So little desire to do it

**WOULDN'T IT BE GREAT IF WE COULD PUT
OURSELVES IN THE DRYER FOR 10 MINUTES AND
COME OUT 2 SIZES SMALLER.**



**WOW. LOOKS LIKE YOU
WENT TOO FAR WITH
THE PLASTIC SURGERY!**



**REMEMBER, NO MATTER HOW
BAD YOUR DAY IS GOING...**



**AT LEAST YOU'RE NOT STUCK IN
A FENCE BEING LAUGHED AT BY A COW.**



Early Facebook

FINALLY



**i understand why
we have a dog**